

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
June 21, 2007**

Directors Present	Monica Yamada, President	CIM Group, Inc.
	Joel Fisher, Vice President	Avalon
	Jeff Rouze, Treasurer	Historic Hollywood Hillview, LLC
	Jose Malagon, Secretary	Hollywood Media Center
	Ron Radachy	Oasis of Hollywood
	Bill Hertz	Mann Theatres
	Chris Bonbright	Whitley Court Partners
	Lynda Bybee	Metro
	Nathan Korman	1723 Wilcox
	Hilary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	Tom Leaper	RBZ
Directors Absent	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Frank Stephan	Clarett Group
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Emily Hodos	HPOA
	Hanna Sheinin	HPOA
	Joe Mariani	HPOA
Guests	Laura Dodson	Argyle Civic Association

I. Call to Order

The meeting was called to order by President Monica Yamada at 4:12 P.M. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Minutes – HPOA Board of Directors
June 21, 2007

Note: All Appendices referenced in these minutes are attached to the official minutes in the HPOA Staff Office.

II. Open Forum

Laura Dodson from the Argyle Civic Center Association directed the group's attention to the recent increase of pigeons residing in the Hollywood area. Dodson informed the group that this problem has been caused by an individual laying out pounds of seed on a daily basis. Dodson informed the group that her organization together with PETA have found a solution to the problem in the form of a birth control pill for the pigeons. Distribution would be regulated through a mechanical device fixed on roof tops in the surrounding area. The initial costs for this venture would be \$60,000 and decrease in the following years.

III. Approval of Minutes

It was moved by Joel Fisher, seconded by Jose Malagon and **CARRIED to approve the minutes from the May 17, 2007 meeting.** [unanimous]

IV. Treasurer's Report

A. Morrison reported to the board that the current overall revenue was on target for the year and that interest income was ahead of the budget. Morrison notified the board that expenditures in Consulting could possibly surpass the budgeted amount for the year due to the added services of Steve Romine, who was conducting an insurance policy review; Brad Segal for his assistance with the Annual Board Retreat; Muni Financial's services in BID renewal; SFW's development of database software in conjunction with the Sunset and Vine BID; and lastly the assistance of Kim Sudhalter with the Hollywood Visitor's Guide and Map. Morrison however did inform the board that revenue was strong due to the inflow of cash from the Central Hollywood Coalition. Monica Yamada suggested that the money spent on P.R. services for the map could possibly be taken from the marketing budget in order to try and keep the consulting budget within the allocated amount for the year.

It was moved by Jose Malagon, seconded by Joel Fisher and **CARRIED to approve the Treasurer's Report.** [unanimous]

B. Morrison informed the board Steve Romine had fully reviewed the insurance policy from Traveler's and felt after an extensive study that the offer was viable. Morrison notified the board that she had sent a letter to Insurance West thanking them for their offer, and informed them that the board wished to wait until August to bid out

the full insurance package coverage and not take the risk of cancelling a policy mid-stream.

It was moved by Chris Bonbright, seconded by Jose Malagon and **CARRIED to remain with the existing insurance carrier and not switch insurance policy coverage until a competitive bidding process occurs in August.** [unanimous]

V. Committee Reports

A. Security Committee:

1. Andrews Outreach Efforts: Andrews has taken a proactive stance in helping to outreach to the homeless population in the Hollywood area. The company has begun working with outreach groups such as PATH, Social Services at Blessed Sacrament Inc., My Friend's Place, and others in the area to give those in the homeless population another option to life on the street. In total, this year alone, Andrews has handed out over 2,000 referral cards to assists individuals who are living on the street.

2. June 24 Protest: Morrison notified the board that earlier in the month herself and Dan Chismire had testified before the Police Commission board along with the construction manager from the "W" Project, to request that the starting point of the march be moved to Hollywood and Ivar, instead of Hollywood and Vine. Morrison argued that due to the loose debris and other equipment from the project, the site could serve as a potential liability to those in attendance. The group was successful in their lobbying effort and the Commission agreed to grant the request.

3. Letter to Business/Property Owners Regarding Alcohol Sales in the BID: The board was shown a letter drafted by Mariani that would be sent out to all of the 14 stores in the two BID areas which sold alcoholic beverages to the public. Currently 60% of Andrews arrests in the Hollywood area are related to drinking in public. In order to combat this statistic, the Security Committees from both the Sunset and Vine BID and the Hollywood Entertainment District will be sending out the proposed letter to the 14 property owners and business owners to notify them that if regulations are not followed ABC will be notified to ensure that the law will be enforced. In working with ABC to decrease the amount of alcohol related arrests in the BID areas it will free up security to continue to patrol the area.

B. Streetscape Committee:

1. Hilary Royce reported to the board that the Streetscape Committee had noticed that some of the trees within the BID area were in need of trimming. Sarah

MacPherson identified for the board that the Chinese Elm trees along Ivar had become largely overgrown. MacPherson informed the board that it has been two years since the trees were last trimmed and that she had sought a bid from TruGreen for the services which totaled \$1,750.

It was motioned by Jeff Rouze, seconded by Chris Bonbright and **CARRIED to approve the request of \$1,750 to pay for TruGreen to trim the trees along Ivar, south of Hollywood Blvd., using special project funds.** [unanimous]

C. Ad-Hoc Bylaws Review Committee:

1. Morrison reviewed for the board a summary sheet that had listed all the changes and amendments the committee had recommended to amend the current bylaws. (Note: The draft bylaws were mailed to all board members in advance of the meeting). Morrison followed up in detail by directing the group's attention to some of the major changes that had occurred and clarified them for those present. Among those reviewed were, Article IV Section 4.3, which describes Director eligibility requirements and Article IV Section 4.4 (d) which addresses the process by which a slate is contested.

It was motioned by Joel Fisher, seconded by Jeff Rouze and **CARRIED to approve the changes made to the Amended and Restated Bylaws of the Hollywood Property Owners Alliance as of June 21, 2007.** [unanimous]

VI. New Business

A. CD-13 Traffic Committee Report

1. Morrison informed the board that recently the Council District's office had begun a Parking Task Force group which met regularly to try and solve some of the problems with parking in the Hollywood area. One issue that the group had discovered was that currently in California it is illegal to hail a cab. The group believed if this law could be changed for the area it could help encourage more people to use cab transportation and decrease overcrowding in parking areas. Morrison advised the board that currently the Hollywood Chamber of Commerce was looking into the matter to see what could be done to possibly have the Hollywood area exempt from this law, but would possibly need the support of the BID to carry out the plan. The board believed the idea was a great solution to the problem and wanted to see what could be done to have the law changed.

It was motioned by Chris Bonbright, seconded by Lynda Bybee and **CARRIED to approve the motion for the BID to help support the Hollywood Chamber of**

Commerce in pushing the Department of Transportation to relax cab hailing laws in Hollywood. [unanimous]

2. Parking Map: Currently Morrison and a committee of property owners in the BID are developing a map of parking lots within the area that will be posted on various local club's websites. By making these maps accessible to the public it will help alleviate the parking problems occurring during nighttime hours. MacPherson proposed finding out the number of spaces in each lot and adding the information to the map.

B. Marketing Activities Update

1. Report from Chamber on Holiday Activities: Hanna Sheinin reported to the board that a proposed Holiday Season Tree Lighting Ceremony would be taking place at Hollywood and Highland. The Chamber committee also discussed potentially lighting the buildings along the boulevard, and possibly a small community parade. Thaddeus Smith added that the time frame for the Holiday event(s) are scheduled for sometime between November and January.

2. Report on Annual Visitor's Guide and Map: The board was shown current renderings of the map that is scheduled to be done towards the end of July. The board noted that Sunset and Vine BID businesses would be included as well. Morrison reported to the board that selling the map this year has been somewhat difficult however the group was close to closing the price gap, and was currently looking for a potential commercial sponsor who could aid in their efforts.

C. BID Renewal Activities

1. All Property Owner's Meeting

a. Morrison notified the board of the Annual All Property Owners Meeting that would be occurring on June 26th. She distributed a draft agenda. In addition to highlighting some of the themes that emerged from the annual retreat, she would also raise the issue of possible changes to alleys in the BID and other forward thinking ideas.

b. Morrison reviewed with the board a Ten Year Timeline which was being developed by the BID that showed the last ten years in Hollywood from a city and BID perspective. Morrison stated that the piece was a great insight into the BID and it's history. Due to the high printing and manufacturing costs of producing the timeline (> \$9,000) Morrison informed the board that the BID would look to sell the timelines to help subsidize the costs involved. Chris Bonbright commented that the piece was an excellent snapshot of history and should be sold for at least \$20 each. It was noted that this BID has produced very little in the way of promotional collateral over the years. Lynda Bybee followed by adding that she believed that more than the initial

2,000 quantity should be produced. Morrison stated that the HPOA would follow up with seeing the price difference in having another 1,000 timelines produced and would consider changing the selling price to \$20 following research by Tom Leaper regarding sales tax procedures.

c. Morrison distributed to the board a draft survey that would be given to all the property owners attending the Annual All Property Owner's Meeting. The board was asked to review the survey and to submit comments to Sheinin by the end of the week.

VII. Report From Executive Director

A. Report on Activities from CHC: Nothing to report.

B. Report from Board Retreat: Board Retreat Report produced by Brad Seagal had been distributed to the board via mail, earlier in the week. Members were advised to request a copy if they did not previously receive one.

C. IDA Registration for New York: Morrison urged the board to join her in New York for what would be an extremely educational conference put on by the International Downtown Association.

D. Nominating Committee: Yamada informed the board that she would need to appoint the committee by the last Thursday in June. Board members were also given a list showing those members whose terms would be ending this coming year unless re-elected.

E. Submission of Assessment Roll for 2007: MacPherson informed the board that the roll for 2007 had been prepared by Muni Financial and was submitted to the city.

F. Community Plan Update: MacPherson reported that the Community Plan is currently being written by City Planning Staff and they are not seeking public input at this time. The Planning Department will hold a series of workshops with Neighborhood Councils most likely in September as the environmental review begins. Property owners and neighborhood stakeholders will have an opportunity to provide input at that time.

VIII. Next Meeting

The next meeting is scheduled for **July 19, 2007** at the Taft Building located at, 1680 Vine Street, Hollywood, CA. 90028 in Suite 200 **beginning at 4:00 P.M.**

IX. Adjournment

There being no further business the meeting was adjourned by President Monica Yamada at 5:30 P.M.